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PATENT APPLICATION
10/681448

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Knott *et al.*
Serial No.: 10/681448
Date Filed: October 8, 2003
Group Art Unit: 3622
Confirmation No.: 9392
Examiner: Carlson, Jeffrey D.
Title: *System and Method for Automated Customized
Content Delivery for Web Sites*

MAIL STOP – AMENDMENT
COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

RESPONSE TO OFFICE ACTION

In response to the Office Action mailed October 31, 2007, Applicants respectfully submit the following amendments set forth below and request favorable action thereon.

Amendments to Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.

A petition extending the period for response is submitted herewith.